GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

PR & RD – SERP – Readjustment of existing staff working in the Districts under the control of SERP – Orders – Issued.

PANCHAYAT RAJ & RURAL DEVELOPMENT (RD. I) DEPARTMENT

G.O.Rt.No.417 **Dated:26.05.2025**

Read the following:

1. G.O.Ms.No.294, Panchyat Raj and Rural Development (RD1) Department, dated 20.06.2013.
2. G.O.Ms.No.12, Panchyat Raj and Rural Development (RD1) Department, dated 19.02.2024.
3. From the CEO, SERP, A.P., Vijayawada, Letter No 23/SERP/Admin/ 2025 Dt: 23.05.2025.

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ORDER:

In the reference 3rd read above, the Chief Executive Officer, SERP has reported that, Society for Elimination of Rural Poverty (SERP) is committed to work on elimination of rural poverty by leveraging collective strength of the Community Based Organisations of women. In the state, 89 lakh women have been federated into 8.9 lakhs Self Help Groups, 27,600 VOs. Online bookkeeping, transparency in accounts, financial and digital literacy of the SHG women are some of the important topics on which intensive work is intended to be done. Apart from encouraging savings, the main objective of SERP is to promote livelihoods of the SHG women and especially to create woman entrepreneurs.

2. To achieve the above objects, it is felt necessary to have a uniform staff structure in all the districts as the newly formed districts do not have sufficient staff on par with the erstwhile districts and requested to issue orders for readjustment of existing staff under the control of CEO, SERP working in the Districts, for the purpose of parity of effective implementation of project activities.

3. Government, after careful examination and consideration of the proposal of the CEO, SERP in the reference 3rd above, hereby ordered to adopt, the following staff structure at District, Mandal and Cluster level for effective implementation of project activities.

Staff structure at District Level:

Sl.No	Name of the Position	Eligible Cadre / Level	No. of position permitted
1	Project Manager	L5	1
2	District Project Managers	L4	5
3	Assistant Project Managers	L3	5
4	Administrative Assistants	Support staff	6
5	IT Anchor Person	Support staff	1
6	Office Assistants	Support staff	4
7	Drivers	Support staff	As per the vehicles available

[Contd...2.]

Staff structure at Mandal Level as per existing norms:

Sl.No	Name of the Position	Eligible Cadre / Level	No. of position permitted
1	Assistant Project Manager, MS Coordination	L3	One (01) for each Mandal

Staff structure at Cluster Level as per existing norms:

Sl.No	Name of the Position	Eligible Cadre / Level	No. of position permitted
1	Community Coordinator, MS Cluster Coordination	L2 / L1 / MSCCs	One (01) for each MS Cluster

4. In view of lesser mandals, the following separate staff structure is given for Visakhaptnam District:

Sl.No	Name of the Position	Eligible Cadre / Level	No. of position permitted
1	District Project Managers	L4	3
2	Assistant Project Managers	L3	3
3	Administrative Assistants	Support staff	4
4	IT Anchor Person	Support staff	1
5	Office Assistants	Support staff	3
6	Drivers	Support staff	As per the vehicles available

5. The Chief Executive Officer, Society for Elimination of Rural Poverty (SERP) A.P., Vijayawada shall take necessary action accordingly in the matter without deviating the cadre strength and instructions issued vide reference 2nd read above.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

KARUNA VAKATI
EX-OFFICIO SECRETARY TO GOVERNMENT

To
The Chief Executive Officer, Society for Elimination of Rural Poverty (SERP), A.P., Vijayawada.
All the Project Directors, DRDA in the State through CEO, SERP, AP, Vijayawada

Copy to:

The OSD to Hon'ble Minister (MSME, SERP, NRI Empowerment & Relations)
The P.S. to Principal Secretary to Government (PR&RD).
The P.S to Ex-Officio Secretary to Government (PR&RD).
SF/SC (C.No.2840356)

//FORWARDED: BY ORDER//

SECTION OFFICER